

## PRESS RELEASE

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# Best Creative Outdoor Area wins national award

The White Horse in Brancaster Staithe north Norfolk has been named as the pub with the Best Creative Outdoor Area in the country at the Great British Pub Awards 2010.

James Nye managing director and Kevin Nobes general manager competed against pubs across the country to take the top title. Collecting their trophy, they said, 'Winning this Award is a fantastic endorsement of all the work and thought we've put into improving the outdoor areas of the pub for our customers. We're thrilled to bits, and grateful for the support of our staff and customers who have helped us achieve this.'

The White Horse has been owned by the Nye family since 1996, and is today a successful pub with a thriving food and drinks business and 15 letting rooms with stunning coastal marsh views. One of the biggest developments at the pub was the recent conversion of the front car park into an outdoor eating and drinking area, complete with its own kitchen serving food from the bar menu here 9 am to 9 pm.

Stylish dining furniture, umbrellas, patio heaters, lighting, awnings and plenty of plants make it a very attractive al fresco venue for the many visitors to the popular resort. James says, 'We've become more popular with families since developing this outdoor space, especially late afternoons when they're coming back from the beach or sailing.'

Paul Charity, editor of drinks industry magazine *Morning Advertiser*, which organises the Awards, said, 'Winning one of our fiercely competed Awards is a tremendous achievement. James and Kevin are to be congratulated for building a successful business, despite the difficulties currently facing the pub industry.'

Competition judge Jonathan Yajima of Japan Tobacco International (JTI), which is supporting the Best Creative Outdoor Area category in conjunction with the Save Our Pubs & Clubs campaign (SOPAC), said, 'It was hard to select a national winner from the short-list of excellent pubs, but The White Horse at Brancaster Staithe stood out. They have shown that an attractive outdoors area can add to customers' enjoyment of their pub visit, and provide extra trading space and revenue for the pub.'

James and Kevin travelled to London's Hilton Park Lane Hotel for the glittering Awards ceremony, which was co-hosted, by *Morning Advertiser* and guest presenter Lenny Henry.

The Best Creative Outdoor Area category is supported jointly by JTI, the tobacco company behind brands such as Benson & Hedges, Silk Cut and Hamlet, and the Save Our Pubs & Clubs campaign, which is working towards a review of the current legislation on smoking in pubs, to allow separate smoking rooms rather than a blanket ban.



*Pic Lenny Henry; Kevin Nobes and James Nye of The White Horse; Brian Binley MP, representing the Save Our Pubs & Clubs campaign and Morning Advertiser editor Paul Charity*

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Notes to editor: The Great British Pub Awards are in their fifth year and are recognised as the most sought-after in the industry, attracting hundreds of entries from pubs across the country. Pubs compete in 16 categories from Best Gastropub to Best Live Music Pub and, new for this year, Best Green Pub. To reach the finals, pubs had to succeed in a 'paper' judging, followed by a visit from an industry expert. Regional winners for each category were selected in August and from this shortlist, a national Award winner was announced, as well as an overall Great British Pub of the Year. For more information, visit

<http://www.greatbritishpubawards.co.uk>

